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Sent: Friday, June 18, 2010 4:23 PM
To: Paonessa, Albert; Witte, Brian; Falkin, Marc; Versosky, William; Poropat, Kimberly; Williams, Patricia; Floro, Dominic; Paul Chermak; Cochrane, Michael; Starfas, Peter; Cochrane, Patrick; Paonessa, Therese; Dan C Dorsey; Fenster, Ken; Fields, George; Mulligan, Gavin; Cazzell, Morris; Chen, Tricia Hew
Subject: Sales for accounts cut off from controls
Attachments: Control Sales - Customers Cut Off 061710.xlsx
Importance: High

Attached are the 2009-2010 YTD sales for accounts that were cut off from buying controls yesterday.

This list (Control Customers sheet in the file) represents only accounts currently active that have had control sales this year. There are 2,706 accounts. **An active account that has not ordered this year or has only ordered non-controls will not be on this list, but was cut off also.**

Here's a recap of the customer trade classes affected:

- Physicians
- Clinics
- Mail Order (exceptions were Aetna, Express Scripts, Medco, NMHC and Prime Therapeutics)
- Repackagers
- Whol/Dist (DCI only exception)
- Vet Dist
- VET DVM
- 4 Independent Retail accounts (included in this file)

For customer that purchased controls, YTD control sales 12.7M, non-control sales 26.4M for YTD total sales of 39.1M. Control sales for these customers were 18M last year, so we were tracking up 52% for this year.

There's a pivot by State also just for FYI purposes. CA, FL, then OH are top 3 in total. But among Physicians, FL takes the prize.

Pivot by Rep is included also. Remember that this is only the control purchasing customers impacted by this change – not the reps entire ordering customer base. There will be a different report sent out for Sales Division heads that shows the impact to their total book of business.

I included a lot of the Leadership team in this communication. But feel free to forward along appropriately to anyone else who needs the information.

Regards,
Anita Isabella
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